

Today's goal - - Communication Strategy

1. ID Stakeholders

Tier 1 – initial stakeholders

Tier 2 – future communications/engagement

2. Stakeholder Meeting Goals

3. Key Messages – *including key considerations*

Focus on future not past

Don't get lost into the weeds

4. Stakeholder meeting logistics

List of Meetings

- 1) City-led series of Small Stakeholder Group Meetings (mid-December 2014 through January 2015) – Why? With so many groups already prep'd and involved? Delay public meeting until assess feedback from stakeholders.
- 2) Directed media outreach re: Collaborative efforts/Proposed redevelopment. Future roundtable discussion with the media (COK/EPA/MDEQ)
- 3)
 - Goals:
 - Background/Update
 - Proposed Redevelopment Plan
 - Feedback – how will this be captured? Surveys? Guided general questions?
 - Immediate feedback? (Voting by clicker?)
 - Follow up via Availability Session(s)?
- 4) EPA-led Availability Session #1 - to solicit public feedback on small group work (array of options – “Hybrid” and “Flat” options? – or only present the preferred option?)
- 5)